

**THE SPIDER PRESS, INC.**  
**PRIVACY POLICY**

The Spider Press, Inc., (“we” or “TSP”) Privacy Policy informs you about how we handle personal information that is collected when using website located at: <http://www.carolinamainstreet.com>, any other website, or newsletter owned by us and linking to this Privacy Policy (the “Website”). This Privacy Policy governs only the information collected by the Website and does not cover information collected in any other manner or by any other Website or collected by any other company, unless specifically stated. If you do not agree with this Privacy Policy, please do not use the Website.

## **1. Collection of Information**

### Information we collect that you provide to us.

Registration. In order to become a registered user, you must provide us the following information to create an account: your full name, email address, and certain other contact and demographic information. You acknowledge that this information is personal to you, and by creating an account with the Website, you allow others, including TSP, to identify you.

Profile Information. As a user of the Website, you may provide additional information in the profile section of your account describing yourself. Providing additional information about yourself beyond what is minimally required at registration is entirely up to you, but providing additional information enables you to derive more benefit from the Website. Any information you provide at registration or in the Profile section may be used by us as described in the Terms of Website and this Privacy Policy. If you decide not to share certain information, you may not receive the full benefit of being a user of the Website.

Support. We may also ask you to provide information to us so that we can provide support to you in connection with your use of the Website.

### Information obtained indirectly

Cookies. "Cookies" (which may be html files, Flash files or other technology) are text files that help store user preferences and activity. "Web beacons" (also known as image tags, gif or web bugs) are small pieces of code used to collect advertising data, such as counting page views, promotion views or advertising responses. The Website and/or third parties may use “cookies”, “web beacons” and other similar tracking technologies (collectively, “Tracking Technologies”) to collect information from you automatically as you browse the Website and the web.

Other Tracking Technologies. We use Tracking Technologies to help tailor our content, understand Website and internet usage, improve or customize the content, offerings or advertisements on the Website, personalize your experience on the Website (for example, to recognize you by name when you return to the Website), save your password in password-protected areas, save your online video player settings, help us offer you programs or services that may be of interest to you, deliver relevant advertising, maintain and administer the Website and for other purposes described in the "Uses of Information".

These Tracking Technologies collect “click stream” data and information regarding your visits to the Website, such as your visits, use of our features, and preferences and may also collect your IP address or some other identifier unique to the device you use to access the Website (“Identifier”). Your Identifier is

automatically assigned to the device you use to access the Website. By visiting the Website, whether as a registered user or otherwise, you acknowledge, understand and hereby agree that you are giving us your consent to track your activities and your use of the site through these Tracking Technologies.

This Website may additionally use a variety of third party advertising networks, third party promotion networks, data exchanges, traffic measurement service providers, marketing analytics service providers and other third parties (collectively, “Third Party Advertising Website Providers”) to, for example, serve advertisements on the Website, facilitate targeting of advertisements and/or measure and analyze advertising effectiveness and/or traffic on the Website (“Targeting Services”). These Third Party Advertising Website Providers may enable us to display advertisements based on your visits to the Website and other websites you have visited. Targeting Services enable us to, among other things, help deliver advertisements or other content to you for products and services that you might be interested in, to prevent you from seeing the same advertisements too many times and to conduct research regarding the usefulness of certain advertisements to you.

Although these Third Party Advertising Website Providers do not have access to Tracking Technologies set by the Website, the Third Party Advertising Website Providers, as well as Advertisers, may themselves set and access their own Tracking Technologies on your Device if you choose to have Tracking Technologies enabled in your browser (or, for Flash cookies, if you have not removed them) and/or they may otherwise have access to information about you.

Linked Accounts. If you link your account to another service, or use other, third-party sites or services in conjunction with your account with the Website, we may collect information related to your use of third party sites and services accessed through the Website or when you access the Website through a third-party site or service.

## **2. Use of Information**

### Operations

We use information that can be used to identify or contact you (“Personal Information”) to (a) process your registration on the Website, such as verifying that your e-mail address is active and valid; (b) verify your identification; (c) contact you regarding the administration of your account, any services, features or functions you have enrolled in or registered to use, any promotions you have participated in or have entered, or any other transactions you have undertaken with the Website; (d) allow you to participate in the public areas and/or other features of the Website; (e) respond to your questions or other requests; (f) contact you regarding your use of the Website, for informational purposes related to the Website or, in our discretion, regarding changes to the Website’s policies; (g) improve the Website and for internal business purposes; (h) tailor your experience on the Website and/or otherwise customize what you see when you visit the Website; (i) save your User ID or other personal information, so you don't have to re-enter it each time you visit the Website; and (j) otherwise to maintain, operate and administer the Website and for other purposes disclosed at the time you provide the information.

### Disclosure to Third Parties

In addition to aggregate information (discussed previously), we may share some kinds of Personal Information with third parties as described below.

- Companies and people who work for us: We contract with other companies and individuals to help us provide the Website. For example, we may host some of our Website on another

company's computers, hire technical consultants to maintain our sites, or work with companies to remove repetitive information from customer lists, analyze data, provide marketing assistance, and provide customer service. In addition, we may validate your identity and other information against available databases. In order to perform their jobs, these other companies may have limited access to some of the personal information we maintain about our users. Other companies may collect information on our behalf through their web sites. We require that such companies not use your information for any purpose other than fulfilling their responsibilities to us. We also require that such companies keep your personal information confidential and to comply with applicable laws. TSP cannot, however, guarantee that any third party will maintain the privacy of your information.

- Promotional and informational offers: Sometimes we send offers to selected groups of users. To accomplish this we may use third parties working on behalf of TSP. We provide a variety of mechanisms for you to tell us you do not want to receive such promotional - informational offers. For example, we may provide an opt-in box for customers to receive information that is sent by a third-party fulfillment house, and we make clear that, by opting in, you are submitting your data to a third-party. You can elect not to receive promotional or informational material from us by following the instructions to opt-out as mentioned or included in each of our programs we send to you.
- Business transfers: If we transfer a business unit (such as a subsidiary) or an asset (such as the Website) to another company, we will require it to honor the terms of this Privacy Policy.
- Legal requirements: We may be obligated to cooperate with various law enforcement inquiries. TSP reserves the right to share or transfer your information to comply with a legal requirement, disclose any activities or information about you to law enforcement or other government officials as we, in our sole discretion, determine necessary or appropriate, in connection with an investigation of fraud, for the administration of justice, intellectual property infringements, or other activity that is illegal or may expose us or you to legal liability. We may release information if, in our judgment the release may be necessary to prevent the death or serious injury of an individual.

#### Information Collected by Third Party Advertising Website Providers.

The use of Tracking Technologies by Third Party Advertising Website Providers is within their control and not ours. Even if we have a relationship with the Third Party Advertising Website Provider, we do not control their web sites, services or their policies and practices regarding your information and you should be aware that different rules might apply to the collection, use or disclosure of your Information by third parties in connection with their advertisements or promotions and other sites you encounter on the Internet. This Privacy Policy does not cover any use of information that a Third Party Advertising Website Provider may directly collect from you. Use of Third Party Advertising Website Providers' Tracking Technologies is governed by the Third Party Advertising Website Providers' own specific privacy policies and not this Privacy Policy.

### **3. Sharing of Non-identifiable Information**

Information we collect that is not Personal Information or Personal Information that has been converted to information which cannot be used to identify you is not limited in any way by this Privacy Policy and can be used and disclosed by us in any manner and for any purpose.

### **4. Protection of information**

While no data transmission over the Internet is 100% secure from intrusion, we maintain commercially reasonable physical, electronic and procedural safeguards to protect your Personal Information. However, regardless of our efforts and the device you use to access the Website, it is possible that third parties may unlawfully intercept or access transmissions or private communications over an unsecured transmission.

## **5. Your Privacy Choices**

### Opt-out

In the registration form you complete when registering for our Website, you may have an opportunity to elect to receive recurring informational/promotional e-mail from us. Our email correspondence will include instructions on how to update certain personal information and how to unsubscribe from our emails. Please follow the instructions in the emails to opt-out of an email. We will unsubscribe you from that newsletter or other programs within thirty business days.

You can always contact us at [info@thespiderpress.com](mailto:info@thespiderpress.com) in order to change your preferences with respect to marketing contacts.

### Updating your personal information and contacting TSP

You can review and update your account information. You can modify, add, or delete certain personal information by accessing your account through the Website. Even after you remove information from your profile or delete your account, copies of that information may remain viewable elsewhere to the extent it has been made generally available or shared with others, or it was copied or stored by other users once you made the information publicly available. We may also retain copies of your information in our archives. However, your name will no longer be associated with that information on the Website. If you have given third party applications or websites access to your information, they may retain your information to the extent permitted under their terms of service or privacy policies. But they will no longer be able to access the information through our Website after you disconnect from them.

## **6. Children's policy**

We are committed to protecting the privacy of children. We do not collect personally identifiable information from any person we actually know is a child under the age of 13. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us through the contact us information provided in the Website.

## **7. U.S. Governing Law.**

The Website is designed and targeted to U.S. audiences and is governed by and operated in accordance with the laws of the U.S. We make no representation that this Website is operated in accordance with the laws or regulations of, or governed by, other nations. By participating in our Website activities, you certify that you meet the age and other eligibility requirements for this Website as set forth in our Terms of Use.

If you are located in the European Union or elsewhere outside of the U.S., you do so at your own risk and initiative and you, not us, are responsible for compliance with any applicable local and national laws.

## **8. Changes to this Privacy Policy and Notice**

We reserve the right to revise this Privacy Policy at any time by posting an updated Privacy Policy without advance notice to you. Such revisions shall be effective immediately upon posting. Notice of material changes will be posted on the Website's homepage and/or will be provided by e-mailing you or notifying you upon login about these changes; the form of such notice is at our discretion. However, we encourage you to check this Privacy Policy often for updates.

## **9. Notice for California Users**

If you are a resident of the State of California, we provide you with information on how to exercise your disclosure choice options such as your right to opt-out (which we may sometimes refer to as "unsubscribe") or opt-in for use of your Personal Information by third parties (such as advertisers) for marketing purposes. Therefore, pursuant to the California Civil Code, we are not required to maintain or disclose a list of the third parties that received your personal information for marketing purposes during the preceding year.

If you are a California resident and wish to request information about how to exercise your third party disclosure choices, please send a request by email to the Privacy Administrator at [info@thespiderpress.com](mailto:info@thespiderpress.com) or by postal mail to TSP:

The Spider Press, Inc.  
7900 Flanagan Place  
Raleigh, NC 27612

All requests must be labeled "Your California Privacy Rights" on the email subject line or envelope or post card. For all requests, please clearly state that the request is related to "Your California Privacy Rights", include your name, street address, city, state, zip code and e-mail address (your street address is optional if you wish to receive a response to your request via email) and indicate your preference on how our response to your request should be sent (email or postal mail). We will not accept requests via the telephone or by facsimile. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.

## **10. Questions**

If you have any questions about our privacy policy, you can contact our privacy officer at:

[info@thespiderpress.com](mailto:info@thespiderpress.com); or

The Spider Press, Inc.  
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